

CHAPTER 1. INTRODUCTION

1.1 BACKGROUND

Micro, Small, and Medium Enterprises (MSMEs) are one of the most important parts of Indonesia's economy. MSMEs are small to medium businesses run by individuals or small groups in many fields such as trade, service, and creative industries. These businesses help create jobs for local communities, support economic growth, and increase people's income at both local and international. Because of this role, MSMEs need proper support, guidance, and development so business can grow and compete. Experts have explained MSMEs in simple ways. Wowor et al. (2020) state that MSMEs are independent businesses managed by individuals or organizations and operate in various economic sector. Meanwhile, Sugiri (2020) explains that Micro, Small, and Medium Enterprises (MSMEs) are one of the pillars of the national economy that can strengthen national competitiveness and must be given opportunities, support, protection, and business development for the people's economy without neglecting the role of large enterprises.

In order to support their growth and competitiveness, MSMEs need to implement effective business strategies, particularly in marketing. Marketing strategies play a crucial role in helping MSMEs expand their market reach and increase product visibility. However, many MSMEs, especially in the handicraft sector, still face challenges in developing effective marketing practices. According to Pauzy et al. (2025) handicraft MSMEs encounter significant difficulties in adapting marketing strategies and expanding market access, which affects product visibility and business sustainability. Furthermore, Isthika et al. (2025) explain that MSMEs still experience challenges in implementing effective marketing strategies and show a gap in practical understanding of marketing practices. As a result, many MSME products are not widely recognized, and their market potential has not been fully optimized.

Farah Handcraft is a handmade craft business established in 2023 and located on Jalan Sriwijaya 16, Jember Regency. The business produces handmade products such as macramé bags, canvas bags, bag chains, and key chains. These products are made using various techniques, including weaving, knotting, crocheting, and hand-sewing. The production process is carried out carefully from the selection of materials to the final finishing stage. This approach enables Farah Handcraft to produce handmade products that are unique and able to reach wider customer.

To gather information about Farah Handcraft's promotional activities, the writer conducted a preliminary study through interviews with the business owner. The results showed that product promotion is conducted just on social media platforms such as Instagram, TikTok, and WhatsApp. The Instagram and TikTok accounts are named (@farah_handcraft). The promotional content on these platforms is still limited to visual displays of the products, accompanied by background music. There is no detailed product information, such as descriptions of materials, product size, function, or other important details that could help customers understand the products. The current customers are limited, consisting of women from social communities in the banking sector and individuals who have personal relationships with the owner. In addition, Farah Handcraft has not yet had a promotional booklet in either English or Indonesian as a supporting marketing medium.

Based on the interviews, the writer decided to make a booklet because Farah Handcraft needs a medium to provide more detailed information about its products. The booklet was made in bilingual format, English and Indonesian. The main purpose of this booklet is to promote the products by providing comprehensive information about the business and its products

1.2 Objective

The objective of this final project is to make a booklet as a promotional medium of Farah Handcraft in Jalan Sriwijaya 16, Sumbersari, Jember. The booklet is to support the owner promotes the product by giving more information and increasing product selling.

1.3 Significances

Based on the objective, this final project can give benefit the following parties.

1.3.1 For the Owner

The owner of Farah Handcraft can enhance product promotion by providing detailed and accessible information through a bilingual booklet. This booklet will serve as a strategic marketing tool to reach wider customer.

1.3.2 For the customer

This booklet is designed as a promotional tool to attract potential customers by providing clear and detailed information about Farah Handcraft, including its history, products, prices, production process, location, and contact person, so that customers can better understand the products and be encouraged to make a purchase.

1.3.3 For the Writer

The writer can apply English skills in writing, develop skill in translating when creating the content of the booklet, and also improve editing skills when creating and designing the content of the booklet

1.3.4 For the students of English Study Program

The product and the report of this final project can be used as a reference for students of English Study Program who will conduct a final project, especially for those who want to make a booklet as promotional medium.